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WHAT IS CLAIMED IS:

 A compound having a partial structure expressed by general formula (1) below;

$$A-B-D-(E-G)_e-(J)_1-K-L$$
 (1),

- where A represents an acrylic group or a methacrylic group, B represents a single bond or an alkyl group, D represents a single bond, -O-, -COO- or -OCO-, E represents an aromatic ring or an aliphatic ring that may or may not be substituted and may be identical with or different from each other when e is not smaller than 2, G represents a single bond, -O-, -COO-, -OCO-, -CH=CH- or -C≡C- that may be identical with or different from each other when e is not smaller than 2, J represents an aromatic ring or an aliphatic ring that may or may not be substituted and may be identical with or different from each other when j is not smaller than 2, K represents a single bond, -O-, -COO- or -OCO-, L represents an alkyl group or a polyoxyalkylene group having a substituted OH or COOH at & end or a side chain, e represents an integer from 0 to 5 and j represents an integer from 0 to 5, e + j being not smaller than 2.
- A polymeric compound having two or more than
 two monomer unit structures, each being expressed by general formula (2) below;

$$A'-B-D-(E-G)_{g}-(J)_{1}-K-L$$
 (2),

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where A' represents a monomer unit of polyacryl or polymethacryl, B represents a single bond or an alkyl group, D represents a single bond, -O-, -COO- or -OCO-, E represents an aromatic ring or an aliphatic ring that may or may not be substituted and may be identical with or different from each other when e is not smaller than 2, G represents a single bond, -O-, -COO-, -OCO-, -CH=CH- or -C≡C- that may be identical with or different from each other when e is not smaller than 2, J represents an aromatic ring or an aliphatic ring that may or may not be substituted and may be identical with or different from each other when j is not smaller than 2, K represents a single bond, -O-, -COO- or -OCO-, L represents an alkyl group or a polyoxyalkylene group having a substituted OH or COOH at a end or a side chain, e represents an integer from 0 to 5 and j represents an integer from 0 to 5, e + j being not smaller than 2.

- 20 A composition containing at least a compound according to claim 1.
 - 4. An image forming material containing at least a compound according to claim 1.

An image forming material according to claim

4, further containing water as principal solvent.

- 6. An image forming material according to claim4, further containing a pigment.
- 7. A method of forming an image by using an image forming material according to claim 6, comprising ejecting the image forming material from an image forming material ejecting section of an ink-jet system and applying it to an image forming medium for forming the image thereon.

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8. An image forming method according to claim 7, wherein the image forming material is ejected by applying thermal energy to said image forming material.

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- 9. An image forming apparatus utilizing an image forming method according to claim 7.
 - 10. A liquid crystal device comprising:

a pair of substrates provided respectively with electrodes and a liquid crystal composition containing at least a compound according to claim 1 arranged between said substrates.

11. A liquid crystal device according to claim
25 10, wherein said composition contains a polymeric compound according to claim 2 and a low molecular weight liquid crystal compound.

- 12. A liquid crystal device according to claim 11, wherein said low molecular weight liquid crystal compound changes its direction of orientation when a voltage is applied between said electrodes and substantially maintains the direction of orientation after suspending the voltage application.
- 13. A liquid crystal device according to claim 11, wherein said low molecular weight liquid crystal compound is a nematic liquid crystal.
- 14. A liquid crystal device according to claim
 13, wherein said nematic liquid crystal is a two-frequency drive type liquid crystal.
- 15. A liquid crystal device according to claim
 13, wherein it scatters light when a voltage is not applied thereto.

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